R.J. Reynolds
Tobacco Company

Stephen R. MacLeod
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TO D. P. Fitzgerald

RE Sharing of Best Practices

The attached documents were developed by PC, Judy Campbell and AM, Rich Tanchyk with the intent to minimize confusion at retail and with the hope of better educating our retail partners concerning our 2nd quarter pre-sleeved promotions.

As the ROU develops communication packages for each promotion PC, Judy Campbell makes enough copies for participating Direct Accounts to cover the total sku's each account would be shipping to retail, requesting that direct accounts place the attached 'Retailer Letter' in each Display.

We felt it was pertinent to share with you as one of ROM, R. D. Snow's AM's happened to see a copy of the attached. R. D. Snow felt it would benefit his Manager's direct accounts also. Therefore, we felt it practical to forward to you should you want to share with other Regions within the Sales Area and/or whom you feel appropriate.

Should you have any questions, please advise.

Sincerely,

Stephen

S.R. MacLeod
#1610

cc W. J. Roth
D. W. Keeney

bsl/pr3/v

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Source: https://www.industrydocuments.ucsf.edu/docs/phbp0000